

MEDIA ONE SHEET



CONTACT US

Call or Text: 512.790.5686
In Person and Remote Interviews
Austin | Phoenix | NYC | Worldwide

POPULAR TOPICS

Veterans In Business |
Entrepreneurship | Business and
Mental Health | Military Families



Victor + Valor™ is a nationwide nonprofit passionate about serving the military community in an underserved manner - living the American dream - entrepreneurialism.

We do this with our online community, mastermind, and mentorship groups led by industry experts and successful entrepreneurs in their own rights, branding/marketing consultations, and asset creations, to train these fantastic people in sought-after marketing careers. Victor + Valor™ helps these men, women, and their families create profitable brands and businesses completely free of charge.

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FACTS

45

Veterans were more than 45% more likely to start their own businesses than those who never served in the military. (Source: SBA)

1/10

One in ten US businesses is veteran-owned. (Source: SBA)

20

Out of the more than 20 million veteran business owners in the U.S., an estimated 8.3% have a service-related disability. (Source: SBA)

1.2

Veteran-owned firms had sales/receipts of \$1.220 trillion, 5.793 million employees, and an annual payroll of \$210 billion. (Source: US Census Bureau's Survey of Business Owners)

20

Depression affects 20% of veterans. (Source: Medical News Today) But "Having a purpose in life may motivate reframing stressful situations to deal with them more productively, thereby facilitating recovery from stress and trauma." (Source: National Institutes Of Health)

why victor + valor™

Here at Victor + Valor™, we serve the active duty and retired military and their immediate families to create profitable brands and businesses in three main ways.

Our Victor + Valor™ community is open to all the people we serve. As part of our community, you receive:

Educate + Connect

- Access to our entrepreneurial, branding, marketing, and personal development ecourses
- Join us live or watch the recordings of our monthly training and Q and A Sessions.
- Be part of our private community forum conversation with new daily content and prompts to keep you moving in the right direction.
- Access to the MyChap app gives you 24/7/365 access to a trained chaplain for any reason.
- The ability to be part of a private mastermind group helping you actively grow your business while inspiring and supporting you

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A vertical strip on the left side of the page shows a close-up, slightly blurred view of the American flag, focusing on the blue field with white stars and the red and white stripes.

Consult + Create

In addition to the Victor + Valor™ community of resources, when you are selected to receive branding/business/marketing consultation and services, you and your business receive:

- Unlimited business consultations
- Creation of deliverables needed (ie, photo and video shoot production, website development, brand naming, copywriting, etc)
- Be paired with a mentor to receive 1/1 guidance and support for where you and your business are now and where you want to be
- Access to our in-depth personal and professional development series designed to develop yourself and your business skills simultaneously

Opportunity + New Beginnings

As a student in our professional development series, you will:

- Access to professional development training with a focus on creating a successful career within an organization or as a freelance expert in the marketing and branding fields
- Be taught by industry experts with years of experience and client know-how
- 1/1 guidance for your future as well as the information being taught
- Support in finding a corporate job or having everything you need to be a freelance success with your own business
- Walk away with an industry sought after portfolio of your work designed to open doors wherever you want to go
- Be part of the private training forum where you can converse with your fellow and former students, industry experts, and trainer

OVERCOMING THE ODDS: AUSTIN-BASED NONPROFIT SETS VETERAN ENTREPRENEURS UP FOR SUCCESS

Walden University recently came out with a study that shows two of the top 5 reasons businesses fail early on are a lack of funds and web presence - aka no money for quality branding and marketing. That's where Victor + Valor™ comes in.

At Victor + Valor™, we are passionate about serving active duty and retired military and their immediate families to create profitable brands and businesses. We do this through an online community and resources focusing on both personal and professional development, providing branding and marketing consultations, strategies, and asset deliverables like websites, photography, copywriting, package design, etc., as well as professional training in sought-after branding and marketing niches for people looking for a new career path.

Founded by 25-year international awarding branding and marketing expert Ali Craig, Victor + Valor™ aims to deliver elite-level branding and marketing services free of charge to all United States active duty and retired military and their immediate families.

Craig says, "Victor + Valor™ was born out of the struggle I saw when it came to military families making it in the entrepreneurial world. From great business ideas simply failing because the wrong branding/ marketing strategy was in place to the partners left at home struggling to make ends meet. Victor + Valor™ wants to connect you with the right experts, give you the tools that work, create the assets of your business, and train you to succeed."

You can find out more information about Victor + Valor™ at <https://victorvalor.org>.

AUSTIN BASED NON-PROFIT THAT HAS VETERAN OWNED BUSINESSES' SIX

According to the U.S. Bureau of Labor Statistics, over 50% of all small businesses fail within the first five years. These failures occur because of three main factors:

(1) Lack of a Coordinated, Integrated Marketing Plan, (2) Lack of In-House Expertise, and (3) Misaligned Financial Interests, according to Sales Renewal.com.

Victor + Valor™ is here to change all that. Victor + Valor™, a nonprofit based out of Austin, Texas but serving U.S. active duty, veterans, and their families worldwide, brings a full creative agency to these men, women, and their businesses. With industry-recognized experts leading the way, Victor + Valor™ offers a full service of continued support from strategy to asset creation.

Designed to be all-inclusive and fully supportive, Victor + Valor™ focuses on the health of the entrepreneur and the business by offering personal and professional support from e-courses to chaplains, masterminds, and one-on-one mentorships to help guide the entrepreneur all along the way.

Founded by 25-year international awarding branding and marketing expert Ali Craig. Craig says, "Victor + Valor™ is designed to be a fully immersive experience for everyone we serve for a lifetime. We aren't a one-and-done service. We are happy to stand alongside these amazing men and women offering support, guidance, education, and deliverables for as long as they want."

You can find out more information about Victor + Valor™ at <https://victorvalor.org>.

VICTOR + VALOR™ FOUNDER, ALI CRAIG



Over the last two decades, 74x international award-winning brander and founder/CEO of Victor + Valor™, Ali Craig, has taught entrepreneurs and sales professionals how to own their brands while building better businesses.

Unapologetic, bold, and real-world relational, Ali Craig takes large neuro-marketing and psychographic concepts and turns them into relatable and implementable ideas. With her proven real-world concepts - Ali's methods work whether you build a business or your book of business.

This 3x best-selling author transforms and tailors her message to every audience and organization's needs creating memorable and motivational experiences every time.

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